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CLIENT: AllStar Cleaning Services

JOB: "Miss You" Email Series

"We Miss You" – Email #1

Email #1 – Back-to-School Cleaning

Subject: Fresh start for back-to-school

Dear <First Name>,

Homework, soccer practice, and lots of running kids around – just because your kids are headed back to school doesn't mean you have extra time on your hands.

As one of our valued former clients, we'd like to offer you a **FREE Back-to-School cleaning** when you sign up for a weekly or bi-weekly cleaning service (\$150 value). Or, if a monthly service better fits your needs, we'll give you 50% off your Back-to-School cleaning (\$75 value).

This **limited-time offer** is available only to former AllStar clients and is our way of letting you know how much we miss you! So, if you'd like an extra hand during this busy time of year, **call (970) 215-2224** or email Laura@cleaningallstars.com to schedule your weekly, bi-weekly or monthly cleaning service today.

“We Miss You” – Email #2

Subject: Enjoy your Holidays—let AllStar do the work

Dear <First Name>,

Out-of-town guests, holiday parties, family celebrations ... the holidays can be a busy, hectic time. It's also the time of year we most want our homes to look picture perfect.

As one of our valued former clients, we'd like to offer you a **FREE Holiday Cleaning** if you come back for AllStar's weekly or bi-weekly cleaning service (\$150 value). Or, sign up for our monthly cleaning service and we'll give you 50% off your Holiday cleaning (\$75 value).

This is a *limited time offer* available **only** to former clients – so hurry and reserve your spot on our schedule today. Call **(970) 215-2224**. We can't wait to see you again!

“We Miss You” – Email #3

Subject: Leave the Spring cleaning to us

Dear <*First Name*>,

Spring has arrived! The grass will soon be green, the trees are beginning to bloom and the outdoors will embrace us in its warmth once again. Unfortunately, nature doesn't perform the same renewing ritual inside our homes.

Just to show our appreciation for hiring us once before, we'd like to offer you're a **FREE Spring Cleaning** (\$150 value) if you sign up for a weekly or biweekly service – or **50% off a Spring Cleaning** (\$75 value) if you sign up for a monthly service.

Whatever your reason for cancelling, we've missed you, and we'd love to have you back! Call today to schedule your weekly, biweekly or monthly cleaning service, **(970) 215-2224** and let AllStar get your home in shape for Spring.